

The background of the slide features a close-up photograph of two hands, palms facing each other, covered in thick, vibrant paint. The colors are primarily blue, yellow, and red, with some white and purple tones. The hands are positioned centrally, with the fingers slightly curled. The background is dark and out of focus, suggesting an indoor setting with other people or lights.

Communicate!

16e Chapter 3:

Intercultural Communication

By the end of this chapter, you should be able to:

- 1. Describe the relationships between culture and communication.**
2. Explain the relationships among dominant cultures, co-cultures, intersectionality, cultural identity, and communication.
3. Determine the characteristics of the eight dimensions of cultural diversity.
4. Acknowledge potential barriers to effective intercultural communication.
5. Employ strategies to improve your intercultural communication competence.

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Culture and Communication



Culture:

a system of shared values, beliefs, attitudes,
and norms that guide what is considered
appropriate among a group of people

Intercultural communication competence:



behaving effectively and appropriately across cultures.

Ideal Values





Real Values



Intercultural Communication:

interactions between
people whose cultures are
different that their
communication is altered.



Culture Shock:

psychological discomfort when engaging in a new cultural situation.



Assimilation:

becoming absorbed and integrated into a society or culture



Dominant Culture

learned system of norms and values from the majority group.

Co-Culture



a nondominant cultural group that holds common values.



5,000 years ago...



250 years ago...



Today...

Other Inventions from a Co-Cultural Society

Cotton Gin (1794)

Electricity and Light Bulb (1879)

Telephone (1876)

Airplane (1903)

Assembly Line (1913)

Television (1927)

Nuclear Reactor (1942)

Integrated Circuit (1958)

Internet (1960s-1980s)

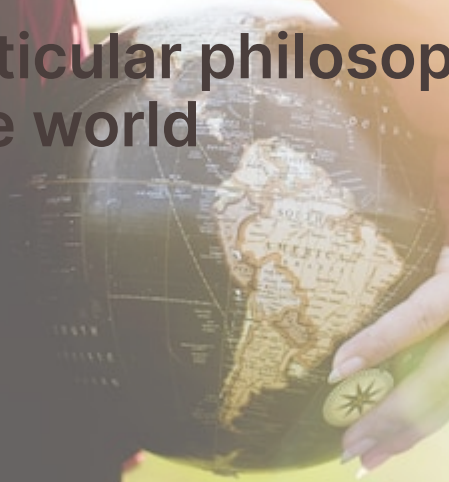
Global Positioning System (GPS) (1978)

Personal Computer (1970s-1980s)

Smartphone (2000s)

Worldview

a particular philosophy of life or perception of the world





Code-switching

alternating linguistic and nonverbal patterns
to conform to a culture

Cultural (Personal) Identity

is the part of our self-concept that is based on how closely we associate with the dominant culture and various co-cultures



Co-cultural groups:

- **Race and Ethnicity**
- Sex, Gender & Sexual Identity
- Religion
- Socioeconomic Status
- Age/Generation
- Disability
- Geographic Region

Race and Ethnicity

- **Racial identity** – not based on biological history
- **BIPOC** – non-white
- **Ethnic identity** – cultural heritage you belong to
- **Hyphenated American** – ethnicity as an American
- **First language and Second language**

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Sex, Gender, and Sexual Identity

- **Sex** – biological traits
- **Cisgender** – biological identity
- **Gender Identity** – an internal sense of identity
- **Gender Expression** – behavior associated with identity
- **Transgender** – people that differentiate from birth sex
- **Sexual Identity** – sexual self-concept
- **LGBTQIA+** - lesbian, gay, bisexual, transgender, queer/questioning, intersex, asexual, and others

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How Cultures Differ

Individualist Cultures



Collectivist Cultures



Low-Context Cultures



High-Context Cultures



Monochronic Cultures



Polychronic Cultures



**High
uncertainty-
avoidance
cultures**

**Low
uncertainty-
avoidance
cultures**

High power-distance cultures



Low power-distance cultures



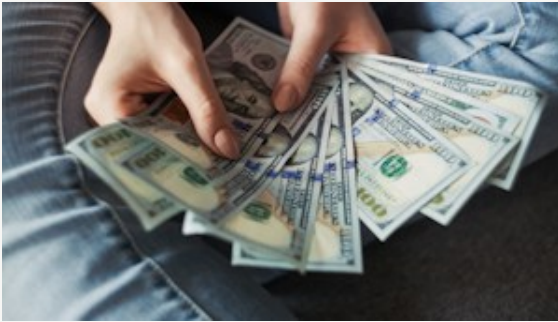
Masculine cultures



Feminine cultures



Short-term oriented cultures



Long-term oriented cultures



Indulgent-oriented cultures



Restraint-oriented cultures



Cross-cultural adaptation:

**emphasizing and adapting communication
patterns based on cultural differences.**

Potential Barriers to Intercultural Communication Competence

- **Anxiety**
- Assumed similarity or difference
- Ethnocentrism
- Stereotyping
- Incompatible communication codes
- Incompatible norms and values

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Developing Competent Intercultural Communication Strategies

Acquire accurate knowledge

- 1. Formal study**
- 2. Observation**
- 3. Immersion**

Adopt an appropriate attitude

- 1. Tolerate ambiguity**
- 2. Be open-minded**
- 3. Be altruistic**

Develop culture-centered skills

- 1. Practice listening**
- 2. Practice intercultural empathy**
- 3. Develop flexibility**